

Sustainable Energy Advantage, LLC



Robert C. Grace

Sustainable Energy Advantage, L.L.C. (Natick, MA)

President, 1998-present (incorporated 1999, previously operated as Sustainable Energy Solutions)

By applying comprehensive and interdisciplinary expertise in renewable energy supply, demand, and delivery, SEA provides strategic, policy, marketing, product development and pricing, negotiation, and analytical support to private, public and non-profit organizations. Assist in developing wholesale and retail renewable electricity businesses, as well as market infrastructure, viable policies and programs supporting the role of renewable resources in electric markets. Instrumental in developing certification, rating, and accounting/verification programs, influencing market rules, and developing and implementing public policies in support of renewable energy including state Renewable Portfolio Standards and funding programs to expand renewable supply and demand.

AllEnergy Marketing Company, LLC (A venture of the New England Electric System) (Waltham, MA)

Director, ReGen Division, 1997-1998

Championed ReGen, the “green” power marketing division, created business plan, designed wholesale and distribution channel strategy, from conception to implementation. Responsible for management and budget; supply procurement, portfolio management & delivery; product design and pricing; marketing and sales; and policy activities in highly uncertain market.

Accomplishments in Business Innovation and Policy Leadership:

- ?? Developed the first competitive retail product offering in the New England electric market, and the first competitive green power offering in the eastern U.S., an innovative, high-value retail renewable energy credit-based offering designed to overcome market obstacles and uncertainties.
- ?? Developed and negotiated innovative, low cost and flexible supply contracts, options and strategic partnerships/alliances with renewable power suppliers, facilitating early development of new renewable resources to serve opening competitive retail markets.
- ?? Negotiated first-of-its-kind joint windpower development agreement.
- ?? Built solid relationships with target distribution channels.
- ?? Developed and maintained strong market-based relationships with allies of environmentally preferable power; negotiated unprecedented “Cooperative Agreement” with Environmental Defense Fund to advise on business plan, charter, product definition and communications; and built ReGen reputation for integrity and excellence among influencers.
- ?? Served as a founding Board Member of the Renewable Energy Alliance trade group.
- ?? Key negotiator in multi-stakeholder Green-e (NE) green power certification program.
- ?? Played consensus-building role in regulatory, legislative, settlement and technical workshop processes developing market rules, regulations, standards of conduct, and legislation to support disclosure, tracking, and workable markets for renewable electricity.

New England Power Company (a subsidiary of the New England Electric System) (Westborough, MA)

Generation Marketing Dept: Principal Analyst, 1994-1997, Senior Analyst 1993-94

Instrumental in successfully shepherding NEES, a pioneer in deregulation/restructuring, through the first complete integrated electric utility restructuring in the US.

Sustainable Energy Advantage, LLC



- ?? Served as Wholesale Business Unit representative to all NEES industry restructuring teams developing strategy to implement unbundling and retail choice, and supporting Federal and state industry restructuring proceedings, including drafting testimony and market rules.
- ?? Developed company position and strategy, and analyzed financial impact and risk of Standard Offer service, eliminating fuel clause, and instituting virtual direct access.
- ?? Developed electric market price projections for internal analysis, stranded cost recovery support.
- ?? Played instrumental role in developing comparable open access transmission & ancillary services tariffs.

Power Marketing Accomplishments:

- ?? Developed wholesale “green” marketing business plan.
- ?? Managed winning proposal for long-term all-requirements power supply to Nantucket Electric Company which led to corporate acquisition.
- ?? Developed strategy, analyzed markets for retail competition.
- ?? Participated in NH and MA electric choice retail pilot program, including development of pilot programs and wholesale supply of “commodity” and “green” competitors.
- ?? Negotiated monthly to multi-year power sales and purchase contracts.
- ?? Wrote short-term marketing plan and developed new wholesale products.
- ?? Led team optimizing operations, fuel switching to minimize environmental compliance costs and risks. Participated in teams developing incentive-based rates and implementing Clean Air Act compliance.

U.C. Berkeley - Project funded by the Electric Power Research Institute -- Environment Div.

Graduate Student Research Assistant, 1993

Investigated the potential of intermittent redispatch of electric power systems as an ozone abatement strategy as member of team awarded research grant.

California Public Utilities Commission (*Division of Strategic Planning*) and Pacific Gas & Electric Company (*Corporate Planning Dept.*)

Graduate Student Intern/Independent Contractor/Special Project, 1992-93

Initiated and performed jointly supported feasibility and cost-effectiveness study of intermittent, emission-biased electric system dispatch for combating smog episodes. Optimized operational vs. engineering emission control techniques using production modeling to demonstrate cost saving potential of nearly \$100 million.

La Capra Associates (Boston, MA) -- *Senior Analyst, 1985-91*

Consulting work specializing in utility resource planning, cost analysis, rate design, load management, budgeting, financial and load forecasting, computer modeling and regulatory support for over 20 electric and gas utility clients.

- ?? Managed power supply portfolio management function for an electric utility.
- ?? Managed and performed least cost, need analyses for IPP cogeneration plant siting approvals.
- ?? Testified as an expert witness on power supply valuation and cost issues.
- ?? Prepared, recommended, analyzed and evaluated financial and power supply restructuring proposals during debt restructuring negotiations between a utility and its creditors.
- ?? Prepared least-cost supply plan and developed probabilistic dispatch modeling methodology for a transmission isolated electric system’s resource plan filing; performed dispatch modeling and production cost analysis of numerous electric & gas systems.

Sustainable Energy Advantage, LLC



- ?? Assisted IPP developer in market evaluation and power sales.
- ?? Negotiated lease of electric transmission capacity.
- ?? Served as representative on utility task force planning the import of power from Hydro-Quebec.
- ?? Developed capacity planning, financial forecasting, load analysis, rate design computer models.

Applied Resources Group (Brookline, MA) -- *Energy Analyst/Programmer, 1985*

Designed rate analysis, demand modeling and load management software; tested, refined and documented energy management software; performed feasibility studies of cogeneration and photovoltaic systems.

QED/Seaver Associates (Needham, MA) -- *Energy Management Research Associate, 1983-84*

Performed computer analysis of solar thermal heating, energy efficiency, and thermal storage.

Education

Energy & Resources Group, University of California, Berkeley

M.S., Energy & Resources, 1991-93 - U.C. Regents Fellow

Thesis: *Intermittent Environmental Dispatch of Electric Power Systems for Ozone Control.*

Brown University

Sc.B., Energy Studies, 1980-84 - Magna Cum Laude; Elected to Sigma Xi

Senior Project: *The Power of Dynamic Simulation as a Solar Building Design Tool.*

Other Coursework

Environmental Regulation (Tufts Univ.); *Statistics, Accounting, Finance* (Harvard University Ext.)

Professional Activities & Training

Served on a variety of committees including:

Massachusetts Technology Collaborative's Green Power Working Group | New England Green-e Advisory Committee | Center for Resource Solutions' Tradable Renewable Certificates working group | Green-e national TRC certification standard committee | New England Disclosure Working Group | National Council on Competitiveness, Electricity Consumer Information Disclosure Regional Workshop | Planning committees for DOE Wind Powering America & National Wind Coordinating Council regional wind issues forums | Peer review of publications | NYSERDA Technical Evaluation Panel.

Participated in professional workshops and seminars including:

Wholesale Market Structure Impact on Intermittent Resources | Wind Power and the Environment Workshop | ISO-New England Supplier Training | Marketing Green Power | Competitive Sales Strategies for Electric Utilities | Innovative Approaches to Energy & Environmental Planning in California Conference.